

DR. SEUNG HWAN (MARK) LEE

B.A&Sc, MBA, Ph.D.

Professor

Associate Dean: Engagement & Inclusion

Ted Rogers School of Management: Retail Management

Toronto Metropolitan University (Formerly *Ryerson University*)

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PROFESSIONAL HISTORY

<u>YEAR</u>	<u>Institution</u>	<u>Rank</u>
2021-Present	Toronto Metropolitan U [Ted Rogers School of Management] <ul style="list-style-type: none">• Associate Dean: Engagement and Inclusion (2022-Present)• Editor of <i>Marketing Education Review</i> (2022-Present)	Professor (Full)
2015-2021	Toronto Metropolitan U [Ted Rogers School of Management: Retail] <ul style="list-style-type: none">• Director of Retail Management (2017-2022)	Associate Professor
2011-2015	Colorado State U [College of Business: Marketing]	Assistant Professor

EDUCATION

<u>YEAR</u>	<u>Institution</u>	<u>Position</u>
2011	Western U [Ivey School of Business]	Ph.D.
2006	U of Windsor [Odette School of Business]	MBA
2004	McMaster U [Arts & Science]	(Hon) B. Arts & Science

AWARDS & RECOGNITION

<u>YEAR</u>	<u>Institution</u>	<u>Award & Recognition</u>
2022	Toronto Metropolitan U	Chancellor's Award of Distinction

*The Toronto Metropolitan Chancellor's Award of Distinction is conferred on an educator recognized within the Toronto Metropolitan University community as an exemplary model of life-long career commitment to teaching and learning as evidenced by significant contributions over time to advancing teaching and learning at Toronto Metropolitan University, by sustained educational leadership and by an outstanding and sustained record of teaching excellence.

2022	Korea Distribution Association	Best Conference Paper Award
2022	American Collegiate Retailing Association	Best Track Paper: Ethics, CSR, and Sustainability
2022	American Collegiate Retailing Association	Best Track Paper: Digitalization in Retailing
2021	Marketing Education Review	Editorial Board Super Reviewer
2021	American Collegiate Retailing Association	IJRDM Best Conference Paper Award
2020	American Collegiate Retailing Association	Best Pedagogy Paper Award
2020	Ivey Publishing	2020 Ivey Publishing Best Seller Award
2020	Toronto Metropolitan U	Outstanding Graduate Education Award
2019	Society of Marketing Advances	Axcess-Capon Distinguished Teaching Award
2019	American Collegiate Retailing Association	Best Collab. Paper Award: Runner-up
2018	Toronto Metropolitan U [TRSM]	Dean's SRC (Research) Award

2017	Toronto Metropolitan U [Provost's Office]	Provost's Academic Leadership Program
2017	Toronto Metropolitan U [TRSM]	TRSM Research Recognition Award: Retail Mgmt.
2017	European Association for Education & Research	EAERCD Best Conference Paper
2017	Administrative Sciences Association of Canada	ASAC Best Paper Award: Sports & Tourism Division
2016	Journal of Advancement of Marketing Education	JAME Article of the Year Award
2015	Marketing Education Review	MER Best Reviewer of the Year Award
2014	Marketing Education Review	MER Article of the Year Award
2014	Colorado State U [College of Business]	Dean's Scholar (Research)
2013	Colorado State U	Alumni Association Best Teacher Award (University)
2013	Colorado State U [College of Business]	Dean's Scholar (Research)
2013	Colorado State U	CSU Alpha Delta Chi Excellence in Teaching
2013	Colorado State U	CSU Gamma Phi Beta Excellence in Teaching
2013	Colorado State U	CSU Beta Gamma Sigma Most Influential Professor
2012	Colorado State U [College of Business]	Dean's Scholar (Research)
2011	Western U	Award of Excellence in Teaching (University)
2011	Western U	Governor's General Gold Medal Nominee
2010	Western U	UWO Teaching Honour Roll
2011	Indiana U	Haring Symposium Fellow
2011	Western U [Western Research Forum]	Presentation Award (2 nd place): Social Sciences
2010	Administrative Sciences Association of Canada	ASAC Best Paper Award: Marketing Division
2009	American Marketing Association	AMA-SHETH Doctoral Consortium Fellow
2008	Administrative Sciences Association of Canada	ASAC Outstanding Reviewer Award
2008	Administrative Sciences Association of Canada	ASAC Honourable Mention Award: Marketing Division

REFEREED JOURNAL ARTICLES

Scholarly Activity Summary:

- h-index: **21**
- i10-index: **35**
- Financial Times Top 40/50 Journals: **6**
- ABDC '19 A* Journals: **5**
- ABDC '19 A Journals: **22**
- ABDC '19 B Journals: **7**
- ABDC '19 C Journals: **17**
- Non-ABDC: **2**

53. Haines, Shelley, Omar H. Fares, Myuri Mohan, and **Seung Hwan (Mark) Lee** (Forthcoming), "Social Media Fashion Influencer eWOM Communications: Understanding the Trajectory of Sustainable Fashion Conversations on YouTube Fashion Haul Videos" *Journal of Fashion Marketing and Management*.

- [ABDC '19: Rank B]

52. Fares, Omar H., Irfan Butt, and **Seung Hwan (Mark) Lee** (Forthcoming), "Utilization of Artificial Intelligence in the Banking Sector: A Systematic Literature Review", *Journal of Financial Services Marketing*.

- [ABDC '19: Rank B]

51. Baek, Eunsoo, Shelley Haines, Omar H. Fares, Zhihong Huang, Yuwei Hong, and **Seung Hwan (Mark) Lee** (Forthcoming), "Defining Digital Fashion: Reshaping the Field via a Systematic Review", *Computers in Human Behavior*.

- [ABDC '19: Rank A]

50. Griffin, Tom, Daniel Guttentag, **Seung Hwan (Mark) Lee**, Juleigh Giberson, and Frederic Dimanche (2023), "Is VR Always Better for Destination Marketing? Comparing Different Media and Styles", *Journal of Vacation Marketing*, 29(1), 119-140.
- [ABDC '19: Rank A]
49. Ng, Pearlyn, Xuan Quach, Omar H. Fares, Myuri Mohan, and **Seung Hwan (Mark) Lee** (2022), "Essential Item Purchases During COVID-19: A Cluster Analysis of Psychographic Traits", *Journal of Global Scholars of Marketing Science*, 32(4), 579-600.
- [ABDC '19: Rank B]
48. Haines, Shelley and **Seung Hwan (Mark) Lee** (2022), "One Size Fits All? Segmenting Consumers to Predict Sustainable Fashion Behavior", *Journal of Fashion Marketing & Management*, 26(2), 383-398.
- [ABDC '19: Rank B]
47. Fiocco, Alexandra, Geneva Millet, Danielle D'Amico, Laura Krieger, Yadurshana Sivashankar, **Seung Hwan (Mark) Lee**, and Richard Lachman (2021), "Virtual Tourism for Older Adults Living in Residential Care: A Mixed Methods Study", *PLOS One*, 16(5), e0250761
- [ABDC '19: n/a]
46. Ratnichkina, Polina, **Seung Hwan (Mark) Lee**, and Shelley Haines (2021), "Communicating Returnable Packaging via Ease of Use Labeling" *International Review of Retail, Distribution, and Consumer Research*, 31(4), 481-497.
- [ABDC '19: Rank B]
45. Quach, Xuan and **Seung Hwan (Mark) Lee** (2021), "Profiling Gifters via a Psychographic Segmentation Analysis: Insights for Retailers" *International Journal of Retail & Distribution Management*, 49(10), 1391-1410.
- [ABDC' 19: Rank A]
44. Alzayat, Ayman and **Seung Hwan (Mark) Lee** (2021), "Virtual Products as an Extension or a Presentation of My Body: Exploring Hedonic and Utilitarian Shopping Value in Retail Environment", *Journal of Business Research*, 130, 348-363.
- [ABDC' 19: Rank A]
43. Hamdan, Lara, and **Seung Hwan (Mark) Lee** (2021), "Brand Balance: The Effect of Influencer Brand Encroachment on Interactivity" *International Journal of Retail & Distribution Management*, 50(3), 303-316.
- [ABDC' 19: Rank A]
42. Dehghani, Milad, Fulya Acikgoz, **Seung Hwan (Mark) Lee**, and Atefeh Mashatan (2022), "A Holistic Analysis towards Understanding Consumer Perceptions of Virtual Reality Devices in the Post-Adoption Phase", *Behaviour & Information Technology*, 41(7), 1453-1471.
- [ABDC' 19: Rank A]
41. Baek, Eunsoo, Zhihong Huang, and **Seung Hwan (Mark) Lee** (2021), "More Than What Meets the Eye: Understanding the Effects of Poly-Contextual Cues in Online Fashion Retailing", *Journal of Retailing and Consumer Services*, 60
- [ABDC' 19: Rank A]
40. Seo, Youngme, Cynthia Holmes, and **Seung Hwan (Mark) Lee** (2021), "Examining the Cash-only Price Discount and the Driving Forces of Cash-only Transactions in the Housing Market", *Journal of Real Estate Finance and Economics*.
- [ABDC' 19: Rank A]
39. Dehghani, Milad, **Seung Hwan (Mark) Lee**, and Atefeh Mashatan (2021), "Touching Holograms with Windows Mixed Reality: Renovating the Consumer Retailing Services", *Technology in Society*, 63
- [ABDC' 19: Rank C]
38. Seo, Youngme and **Seung Hwan (Mark) Lee** (2021), "Determinants of Tenure Choices among Young Households", *Real Estate Finance*.
- [ABDC' 19: n/a]

37. Mashatan, Atefeh, Victoria Lemieux, **Seung Hwan (Mark) Lee**, Przemyslaw Szufel, and Zachary Roberts (2021), "Usurping Double-Ending Fraud in Real Estate Transactions via Blockchain Technology", *Journal of Database Management*, 32(1), 27-48.
- [ABDC' 19: Rank A]
36. Sergueeva, Ksenia, Norman Shaw, and **Seung Hwan (Mark) Lee** (2020), "Understanding Barriers and Factors Associated with Consumer Adoption of Wearable Technology Devices in Managing Personal Health" *Canadian Journal of Administrative Sciences*, 37(1), 45-60.
- [ABDC' 19: Rank B]
35. Gunn, Frances, Anna Cappuccitti, and **Seung Hwan (Mark) Lee** (2020) "Towards Professionalizing Canadian Retail Management Careers: The Role of Vocational Anticipatory Socialisation" *International Journal of Retailing & Distribution Management*, 48(3), 287-302.
- [ABDC' 19: Rank A]
34. Cappuccitti, Anna, Frances Gunn, and **Seung Hwan (Mark) Lee** (2019), "Establishing Knowledge Claims through Experiential Learning: The Case of Fashion Retail Labs" *Journal for Advancement of Marketing Education*, 27(2), 1-9.
- [ABDC' 19: Rank C]
33. Hall-Newton, Kathryn, Janice Rudkowski, **Seung Hwan (Mark) Lee**, Jacqueline Hogue, and Polina Ratnichkina, (2019) "Mobile Devices in the Lecture Hall: Into It, Indifferent, or Intrusion?" *Journal of Education for Business*, 94(6), 390-399.
- [ABDC' 19: Rank C]
32. Kandaurova, Maria and **Seung Hwan (Mark) Lee** (2019), "The Effects of Virtual Reality on Charitable Giving: The Role of Empathy, Guilt, Responsibility, and Social Exclusion" *Journal of Business Research*, 100, 571-580.
- [ABDC' 19: Rank A]
31. **Lee, Seung Hwan (Mark)**, Travis J. Simkins, Sean Luster, and Shahin Ahmed Chowdhury (2018), "Forgiving Sports Celebrities with Ethical Transgressions: Parasocial Relationships, Ethical Intent and Regulatory Focus Mindset" *Journal of Global Sport Management*, 3(2), 124-145.
- [ABDC' 19: Rank C]
30. Fischbach, Sarah, **Seung Hwan (Mark) Lee**, and Maria Kandaurova (2018), "Sales Rock! Constructing Product Value: Anthropomorphizing Classroom Project" *Journal of Education for Business*, 93(8), 430-435.
- [ABDC' 19: Rank C]
29. Kelly, Kathleen, **Seung Hwan (Mark) Lee**, Heather Bowen Ray, and Maria Kandaurova (2018), "Using the Photovoice Methodology to Increase Engagement and Sharpen Students' Analytical Skills Regarding Cultures, Lifestyles, and Markets Internationally" *Marketing Education Review*, 28(2), 69-74.
- [ABDC' 19: Rank C]
28. **Lee, Seung Hwan (Mark)**, K. Douglas Hoffman, Shahin A. Chowdhury, and Ksenia Sergueeva (2018), "Creating a Video Documentary as a Tool for Reflection and Assessment: Capturing Guerilla Marketing in Action" *Marketing Education Review*, 28(2), 126-130.
- [ABDC' 19: Rank C]
27. Baek, Eunsoo, Ho Jung Choo, and **Seung Hwan (Mark) Lee** (2018), "Using Warmth as the Visual Design of a Store: Intimacy, Relational Needs, and Approach Intentions" *Journal of Business Research*, 88, 91-101.
- [ABDC' 19: Rank A]
26. Gunn, Frances, **Seung Hwan (Mark) Lee**, Anna Cappuccitti, and Hilary Taylor (2017), "Profiling People's Perceptions of Retail Management Careers" *International Review of Retail, Distribution, and Consumer Research*, 27(5), 515-532.
- [ABDC' 19: Rank A]

25. **Lee, Seung Hwan (Mark)**, Ksenia Sergueeva, Mathew Catangui, and Maria Kandaurova (2017), "Assessing Google Cardboard Virtual Reality as a Content Delivery System in Business Classrooms" *Journal of Education for Business*, 92(4), 153-160.
- [ABDC' 19: Rank C]
24. Rotman, Jeff D., **Seung Hwan (Mark) Lee**, and Andrew W. Perkins (2017), "The Warmth of Our Regret: Managing Regret through Physiological Regulation via Consumptive Behaviors" *Journal of Consumer Psychology*, 27(2), 160-170. (Equal Authorship)
- [ABDC' 19: Rank A*] [FT Top 50]
23. **Lee, Seung Hwan (Mark)** and Ksenia Sergueeva (2017), "Pictures are Worth a Thousand Words: Using Photographic Narrative Inquiry to Identify Retail Atmospherics" *Journal for Advancement of Marketing Education*, 25, 8-14.
- [ABDC' 19: Rank C]
22. **Lee, Seung Hwan (Mark)**, Alan Brandt Jr, Yuni Groff, Alyssa Lopez, and Tyler Neavin (2017), "I'll Laugh but I won't Share: The Role of Darkness on Evaluation and Sharing of Online Taboo Ads" *Journal of Research in Interactive Marketing*, 11(1), 75-90.
- [ABDC' 19: Rank B]
21. Gunn, Frances, **Seung Hwan (Mark) Lee**, Madelyn Steed (2017), "Student Perceptions of Benefits and Challenges of Mentoring programs: Divergent Perspectives from Mentors and Mentees" *Marketing Education Review*, 27(1), 15-26.
- [ABDC' 19: Rank C]
20. **Lee, Seung Hwan (Mark)** and Ksenia Sergueeva (2017), "Chewing Increases Consumers' Thought-Engagement in Retail Shopping" *Journal of Retailing and Consumer Services*, 35, 127-132.
- [ABDC' 19: Rank A]
19. **Lee, Seung Hwan (Mark)** (2016) "Learning Beyond Negotiation Tactics: The Sales Marketplace" *Journal for Advancement of Marketing Education*, 24, 22-28.
- [ABDC' 19: Rank C] [Article of the Year Award]
18. Bhardwaj, Arjun, Israr Qureshi, Alison Konrad, and **Seung Hwan (Mark) Lee** (2016), "A Two-Wave Study of Self-Monitoring Personality, Social Network Churn, and In-Degree Centrality in Close Friendship and General Socializing Networks" *Group & Organization Management*, 41(4), 526-559.
- [ABDC' 19: Rank A]
17. **Lee, Seung Hwan (Mark)**, Donna Smith, and Ksenia Sergueeva (2016), "What Do Students Think About Groupwork? An Investigation into Benefits, Challenges, and Student Suggested Solutions" *Journal of Education for Business*, 91(7), 380-386.
- [ABDC' 19: Rank C]
16. **Lee, Seung Hwan (Mark)** (2016), "When are Frugal Consumers Not Frugal? The Influence of Personal Networks" *Journal of Retailing and Consumer Services*, 30, 1-7.
- [ABDC' 19: Rank A]
15. **Lee, Seung Hwan (Mark)** and K. Douglas Hoffman (2016), "Wrap-Attack Pack: Teaching Product Packaging" *Marketing Education Review*, 26(1), 14-19.
- [ABDC' 19: Rank C]
14. **Lee, Seung Hwan (Mark)**, Gail Leizerovici, and Shuoyang Zhang (2015), "The Satisfaction and Stress of Being a Market Maven: A Social Networks Perspective" *Journal of Consumer Behaviour*, 14(5), 325-334.
- [ABDC' 19: Rank A]
13. Hoffman, K. Douglas and **Seung Hwan (Mark) Lee** (2015), "A CIT Investigation of Disruptive Faculty Behaviors: The Students' Perspective" *Marketing Education Review*, 25(2), 129-139.

- [ABDC' 19: Rank C]
12. **Lee, Seung Hwan (Mark)** and Sean Luster (2015), "The Social Network Implications of Prestigious Goods among Young Adults: Evaluating the Self vs. Others" *Journal of Consumer Marketing*, 32(3), 199-208.
 - [ABDC' 19: Rank A]
 11. **Lee, Seung Hwan (Mark)** and Hoffman, K. Douglas (2015), "Learning the ShamWOW: Using Infomercials to Teach the AIDA Model" *Marketing Education Review*, 25(1), 9-14.
 - [ABDC' 19: Rank C]
 10. **Lee, Seung Hwan (Mark)**, Jeff D. Rotman, and Andrew W. Perkins (2014), "Embodied Cognition and Social Consumption: Self-Regulating Temperature through Social Products and Behaviors" *Journal of Consumer Psychology*, 24(2), 234-240.
 - [ABDC' 19: Rank A*] [FT Top 50]
 9. Hoffman, K. Douglas and **Seung Hwan (Mark) Lee** (2014), "A CIT Investigation of Disruptive Student Behaviors: The Students' Perspective" *Marketing Education Review*, 24(2), 115-126.
 - [ABDC' 19: Rank C] [Article of the Year Award]
 8. **Lee, Seung Hwan (Mark)** (2014), "The Role of Consumers' Network Position on Information-Seeking Behavior of Experts and Novices: A Power Perspective" *Journal of Business Research*, 67(1), 2853-2859.
 - [ABDC' 19: Rank A]
 7. **Lee, Seung Hwan (Mark)**, Israr Qureshi, Alison M. Konrad, and Arjun Bhardwaj (2014), "Proactive Personality Heterophily and the Moderating Role of Proactive Personality on Network Centrality and Psychological Outcomes: A Longitudinal Study" *Journal of Business & Psychology*, 29(3), 381-395.
 - [ABDC' 19: Rank A]
 6. Xiao, Na and **Seung Hwan (Mark) Lee** (2014), "The Role of Brand Identity fit, C-B Identification, and Coping on Co-Branding Decisions" *European Journal of Marketing*, 48(7/8), 1239-1254.
 - [ABDC' 19: Rank A*]
 5. **Lee, Seung Hwan (Mark)** and K. Douglas Hoffman (2014), "The Iron Inventor: Utilizing Creative Problem Solving to Spur Student Creativity" *Marketing Education Review*, 24(1), 69-74.
 - [ABDC' 19: Rank C]
 4. **Lee, Seung Hwan (Mark)** (2013), "Ethics and Expertise: A Social Networks Perspective" *Journal of Business Ethics*, 118(3), 607-621.
 - [ABDC' 19: Rank A] [FT Top 50]
 3. Noseworthy, Theodore J., June Cotte, and **Seung Hwan (Mark) Lee**, (2011), "The Effects of Ad Context and Gender on the Identification of Visually Incongruent Products" *Journal of Consumer Research*, 38(2), 358-375.
 - [ABDC' 19: Rank A*] [FT Top 50]
 2. Lee, Seung Hwan (Mark), June Cotte, and Theodore J. Noseworthy (2010), "The Role of Network Centrality in the Flow of Consumer Influence" *Journal of Consumer Psychology*, 20(1), 66-77.
 - [ABDC' 19: Rank A*] [FT Top 50]
 1. Armstrong-Stassen, Marjorie and **Seung Hwan (Mark) Lee** (2009), "The Effect of Relational Age on Older Canadian Employees' perceptions of Human Resource Practices and Sense of Worth to their Organization" *International Journal of Human Resource Management*, 20(8), 1753-1769.
 - [ABDC' 19: Rank A] [Formerly FT Top 40]

OTHER ACADEMIC CONTRIBUTIONS

18. **Seung Hwan (Mark) Lee** (2022), "Editorial: Competition and Internationalization", *Marketing Education Review*, 37(1), 1-2.
17. **Seung Hwan (Mark) Lee** (2022), "Editorial: The Push for Digital", *Marketing Education Review*, 36(1), 1-2.
16. **Seung Hwan (Mark) Lee** (2022), "Editorial: The Beginning", *Marketing Education Review*, 34(1), 1-2.
15. Guttentag, Daniel, Tom Griffin, **Seung Hwan (Mark) Lee** (2018), "The Future is Now: How Virtual Reality and Augmented Reality Are Transforming Tourism" in C. Cooper, B. Gartner, N. Scott, and S. Volo (Eds.), *The Sage Handbook of Tourism Management*.
14. **Lee, Seung Hwan (Mark)** (2016), "More than Mere Background Noise: Understanding How Music Impacts the Retail Shopper's Experience", *Direct Market Magazine*, 29(12), 16.
13. Blanchard, Danae, **Seung Hwan (Mark) Lee**, and June Cotte (2014), "Abercrombie and Fitch: Is it Unethical to be Exclusive?" Ivey Publishing. Ivey School of Business, Case Product #9b14A009; Teaching notes-#8b14A009.
12. Schaad, Nicole, **Seung Hwan (Mark) Lee**, and Matthew Thomson (2013), "Modifying Merida: Disney's 11th Princess" Ivey Publishing. Ivey School of Business, Case Product-#9b13A042; Teaching notes-#8b13A042.
11. Ho, Val, **Seung Hwan (Mark) Lee**, and Matthew Thomson (2013), "Too Chicken to Convert: A Chick-Fil-A Dilemma" Ivey Publishing. Ivey School of Business, Case Product-#9b13A030; Teaching notes-#8b13A030.
10. Kenyon, Kaitlyn, **Seung Hwan (Mark) Lee**, and June Cotte (2013), "Can Facebook save our Furry Friends?" Ivey Publishing. Ivey School of Business, Case Product-#9b13A031; Teaching notes-#8b13A031.
9. Cleveland, Bonnie, **Seung Hwan (Mark) Lee**, and Matthew Thomson (2012), "Mile High Magic: Maximizing the Broncos Experience" Ivey Publishing. Ivey School of Business, Case Product-#9b12A064; Teaching notes-#8b12A064.
8. **Lee, Seung Hwan (Mark)** and June Cotte (2012), "Struggling to Make the Best Buy (B)" Ivey Publishing. Ivey School of Business, Case Product-#9B12A056; Teaching notes-#8B12A056.
7. Schuette, Brittany, **Seung Hwan (Mark) Lee**, and June Cotte (2012), "American Apparel: Unwrapping Ethics" Ivey Publishing, Ivey School of Business, Case Product-#9B12A032; Teaching notes-#8B12A032.
6. **Lee, Seung Hwan (Mark)** and June Cotte (2012), "Fret and Regret, A Consumer Decision Making Dilemma" Ivey Publishing, Ivey School of Business, Case Product-#9B12A018; Teaching notes-#8B12A018.
5. **Lee, Seung Hwan (Mark)** and Matthew Thomson (2012), "Dear Diary: My Heart is Racing to Buy a Car" Ivey Publishing, Ivey School of Business, Case Product-#9B12A019; Teaching Notes-#8B12A019.
4. **Lee, Seung Hwan (Mark)** and June Cotte (2010), "Struggling to Make the Best Buy (A)" Ivey Publishing, Ivey School of Business, Case Product - #9B10A010; Teaching Notes - #8B10A10.
3. **Lee, Seung Hwan (Mark)** and June Cotte (2009), "Please Stop Working So Hard!" Ivey Publishing, Ivey School of Business, Case Product-#9B09C020; Teaching Notes-#8B09C20.
2. **Lee, Seung Hwan (Mark)**, Francine Schlosser, Philip Law, Clement Chu (2008), "Leaders Wanted: Chinese Athletic Vancouver Association" Ivey Publishing, Ivey School of Business, Case Product-#9B08C008; Teaching Notes-#8B08C08.
1. **Lee, Seung Hwan (Mark)** and June Cotte (2007), "Ions Consulting: The MP² Training Program" Ivey Publishing, Ivey School of Business, Case Product-#9B07C029; Teaching Notes-#8B07C29.

CONFERENCE PROCEEDINGS / PRESENTATIONS (*denotes presenter)

114. *Haines, Shelley and **Seung Hwan (Mark) Lee** (2023), "Understanding the Relationship Between Hedonism and Sustainable Values and Behaviour", *Presented at Administrative Sciences of Association of Canada*, Toronto, Ontario.
113. *Fares, Omar, **Seung Hwan (Mark) Lee**, Joe Aversa (2023), "Reshaping the Field of Digital Banking: A Meta-Analytical Approach", *Presented at Administrative Sciences of Association of Canada*, Toronto, Ontario.
112. *Fares, Omar, Joe Aversa, **Seung Hwan (Mark) Lee**, and Jenna Jacobson (2023), "Virtual Reality Integrated Adoption Framework: Systematic Review and Meta-Analysis", *Poster presented at Southern Ontario Behavioural Decision Research*, Toronto, Ontario.
111. *Mohan, Myuri, **Seung Hwan (Mark) Lee**, and Omar H. Fares (2023), "Let's Eat in, Not Out: A Psychographic Segmentation on the Behaviours Observed in Mobile Food Ordering App (MFOA) Tipping Culture" *Presented at American Collegiate Retailing Association*, Virtual.
110. *Haines, Shelley and **Seung Hwan (Mark) Lee** (2023), "Understanding the Relationship between Hedonism and Sustainable Values and Behaviour", *Presented at American Collegiate Retailing Association*, Virtual.
109. *Baek, Eunsoo, Omar Fares, Shelley Haines, ZhiHong Huang, Yvette Hong, and **Seung Hwan (Mark) Lee** (2022), "What is digital fashion? Defining Digital Fashion via Systematic Literature Review", *Presented at the Korea Distribution Association*, Seoul, South Korea.
108. *Robichaud, Zachary, Hong Yu, Irfan Butt, and **Seung Hwan (Mark) Lee** (2022), "Examining Smart Retail Technology's Research, Impact, and Equity: A Systematic Review of the Past, Present, and a Look into the Future", *Presented at the American Collegiate Retailing Association*, New Orleans, LA.
107. *Ahmed, Nayeema, **Seung Hwan (Mark) Lee**, Irfan Butt, Omar H. Fares (2022), "Systematic Literature Review of Slow Fashion: Looking Back to Look Forward", *Presented at the American Collegiate Retailing Association*, New Orleans, LA.
106. *Mohan, Myuri, **Seung Hwan (Mark) Lee**, Omar H. Fares, and Xuan Quach (2022), "Segmenting Consumers in the Cosmetic Industry: A View on Racial Inclusivity", *Presented at the American Collegiate Retailing Association*, New Orleans, LA.
105. *Fares, Omar H. and **Seung Hwan (Mark) Lee** (2022), "Psychographic Segmentation of Retail Banking Customers: A Cluster Analysis", *Presented at the American Collegiate Retailing Association*, New Orleans, LA.
104. *Haines, Shelley, **Seung Hwan (Mark) Lee**, and Irfan Butt (2022), "A Systematic Literature Review of Sustainable Fashion within Retail", *Presented at the American Collegiate Retailing Association*, New Orleans, LA.
103. Gomez, Juan Marcelo, *Omar H. Fares, **Seung Hwan (Mark) Lee**, and Myuri Mohan (2022), "Blockchain in the Food Industry: Integrating Machine Learning in a Systematic Literature Review", *Presented at the American Collegiate Retailing Association*, New Orleans, LA.
102. *Chowdhury, Shahin and **Seung Hwan (Mark) Lee** (2021), "Segmenting and Profiling Customers of the Electric Vehicle Market (EVM): A Cluster Analysis", *Presented at the Triennial American Marketing Association / American Collegiate Retailing Association Conference*, Virtual.
101. *Quach, Xuan and **Seung Hwan (Mark) Lee** (2021), "Trait-based Segmentation for Mobile Personalization and Privacy Concerns: A Cluster Analysis based on Need for Cognitive Closure", *Presented at the Triennial American Marketing Association / American Collegiate Retailing Association Conference*, Virtual.

100. Quach, Xuan, *Pearlyn Ng, Omar Fares, and **Seung Hwan (Mark) Lee** (2021), "The Panic Buying Surge of Essential Items during the COVID-19 Pandemic: A Segmentation Analysis", *Presented at the Triennial American Marketing Association / American Collegiate Retailing Association Conference*, Virtual.
99. *Haines, Shelley and **Seung Hwan (Mark) Lee** (2021), "The Trajectory of Sustainable Fashion Engagement on YouTube: What's Next for Retailers?", *Presented at the Triennial American Marketing Association / American Collegiate Retailing Association Conference*, Virtual.
98. *Haines, Shelley and **Seung Hwan (Mark) Lee** (2021), "Has Sustainable Consumption Become Only for the Privileged?" *Presented at the Triennial American Marketing Association / American Collegiate Retailing Association Conference*, Virtual.
97. *Haines, Shelley and **Seung Hwan (Mark) Lee** (2020), "Promoting Sustainable Fashion Consumption: Does One Size Fit All?", *Presented at International Textile and Apparel Association*, Virtual.
96. Quach, Xuan and **Seung Hwan (Mark) Lee** (2020), "Profiling Gifters via Segmentation Analysis: Insights for Retailers", *Accepted at International Textile and Apparel Association*, Virtual
95. Ratnichkina, Polina, **Seung Hwan (Mark) Lee**, and Shelley Haines (2020), "Communicating Returnable Packaging through Product Labelling", *Accepted at American Collegiate Retailing Association*, New Orleans, LA.
94. Alzayat, Ayman and **Seung Hwan (Mark) Lee** (2020), "The Effect of Different Interactive Medium Using Virtual Handheld Products on Perceived Shopping Value", *Accepted at American Collegiate Retailing Association*, New Orleans, LA.
93. **Lee, Seung Hwan (Mark)**, Jacqueline Hogue, Janice Rudkowski, Kathryn Hall-Newton, Polina Ratnichkina, and Ksenia Sergueeva (2020), "Classroom Participation in Business Schools: Pitfalls and Student-Suggested Solutions" *Accepted at American Collegiate Retailing Association*, New Orleans, LA.
92. Hamdan, Lara and **Seung Hwan (Mark) Lee** (2020), "Brand Balance, The Effect of Influencer Brand Encroachment on Interactivity" *Accepted at American Collegiate Retailing Association*, New Orleans, LA.
91. *Gunn, Frances, **Seung Hwan (Mark) Lee**, Anna Cappuccitti (2020), "Professionalizing Retail Management Careers: How does Education Counter Negative Perceptions?" *Accepted at American Collegiate Retailing Association*, New Orleans, LA.
90. *Dehghani, Milad, Fulya Acikgoz, **Seung Hwan (Mark) Lee**, and Atefeh Mashatan (2019), "Identifying Consumer Perceptions towards Virtual Reality Platforms: A Netnographic Investigation", *Presented at 5th International AR & VR Conference*, Munich, DE.
89. *Griffin, Tom, Daniel Guttentag, **Seung Hwan (Mark) Lee**, Juleigh Giberson, and Frederic Dimanche (2019), "The Effectiveness of Virtual Reality as a Destination Marketing Medium", *Presented at 5th International AR & VR Conference*, Munich, DE.
88. *Dehghani, Milad, Atefeh Mashatan, **Seung Hwan (Mark) Lee** (2019), "Is Mixed-Reality Setup to Revolutionize Services Retailing? Examining Customer Experience in Satisfaction in Retail Banking", *Presented at 5th International AR & VR Conference*, Munich, DE.
87. **Seung Hwan (Mark) Lee**, Ksenia Sergueeva, Maria Kandaurova, Tom Griffin, Frederic Dimanche, Daniel Guttentag, Jacqueline Hogue, and Juleigh Giberson (2019), "Virtual Reality Experiences Enhance the Comprehension and Memory of Travel Destination", *Presented at 5th International AR & VR Conference*, Munich, DE.
86. **Lee, Seung Hwan (Mark)** (2019), "The Party School Label can enhance a University brand", *Presented at 6th International Consumer Brand Relationship Conference*, Cancun, MX.

85. *Siddiqui, Rafay and **Seung Hwan (Mark) Lee** (2019), "The Impact of Virtual Reality Experience on Time Pressure and Patience", *Presented at Society of Consumer Psychology*, Savannah, GA.
84. Slama, Carsten, ***Seung Hwan (Mark) Lee**, Shahin Ahmed Chowdhury, and Sophia Lam (2019), "The Effect of Warmth-Inducing Colours on Perceptions of Sports Logos", *Presented at Administrative Sciences Association of Canada*, St. Catharines, ON.
83. Gunn, Frances, Anna Cappuccitti, and ***Seung Hwan (Mark) Lee** (2019), "Towards Professionalizing Canadian Retail Management Careers", *Presented at American Collegiate Retailing Association*, Tucson, AZ.
82. Baek, Eunsoo and ***Seung Hwan (Mark) Lee** (2019), "The Effect of Visually Warm Retail Environment on Consumer's Preference for Discount or Donation Promotion", *Presented at American Collegiate Retailing Association*, Tucson, AZ.
81. *Griffin, Tom, Juleigh Giberson, **Seung Hwan (Mark) Lee**, Daniel Guttentag, and Frederic Dimanche (2018), "Destination Image: Comparing Responses to Virtual Reality versus Video and Websites", *Presented at Travel and Tourism Research Association Canada Conference*, Halifax, NS.
80. ***Lee, Seung Hwan (Mark)**, "Virtual Coupling and Escapism: Do What We Wear Affect Our Virtual Reality Experience?" (2018), *Presented at International Conference on Clothing and Textiles*, Seoul, South Korea.
79. **Lee, Seung Hwan (Mark)**, *Polina Ratnichkina, and Janice Rudkowski (2018), "Why Top University brands should Consider Positioning Themselves as Party Schools", *Presented at American Collegiate Retailing Conference*, Toronto, ON.
78. *Siddiqui, Rafay and **Seung Hwan (Mark) Lee** (2018), "The Impact of Virtual Reality Experience on Time Pressure and Patience", *Presented at Association of Consumer Research Conference*, Dallas, TX.
77. *Siddiqui, Rafay and **Seung Hwan (Mark) Lee** (2018), "The Impact of Virtual Reality Experience on Time Pressure and Patience", *Presented at Administrative Sciences Association of Canada*, Toronto, ON.
76. *Griffin, Tom, Juleigh Giberson, **Seung Hwan (Mark) Lee**, and Frederic Dimanche (2018), "Virtual Reality Experiences and Use: Implications for Tourism Marketing", *Presented at Travel and Tourism Research Association European Conference*, Ljubljana, Slovenia.
75. *Chowdhury, Shahin A. and **Seung Hwan (Mark) Lee** (2018), "The Effects of Visual Temperature on Evaluation of E-Commerce Websites", *Poster Presented at the Lazaridis Symposium, Wilfrid Laurier University*, Waterloo, ON.
74. *Ratnichkina, Polina and **Seung Hwan (Mark) Lee** (2018), "Returnable Packaging: How a Simple Environmental Marketing Message can be More Effective", *Poster Presented at the Lazaridis Symposium, Wilfrid Laurier University*, Waterloo, ON.
73. *Lam, Sophia, Fei Song, and **Seung Hwan (Mark) Lee** (2018), "Pay-for-Creativity: A Scheme to Inspire Creativity", *Poster Presented at the Lazaridis Symposium, Wilfrid Laurier University*, Waterloo, ON.
72. *Ahktar, Ammar, **Seung Hwan (Mark) Lee**, Frances Gunn (2017), "Are We Being Nice Yet? Examining Deep Acting in Retail Disability Service Training" *Presented at the European Association for Education and Research in Commercial Distribution*, Dublin, Ireland.
71. *Gunn, Frances, **Seung Hwan (Mark) Lee**, Anna Cappuccitti, and Hilary Taylor (2017), "Profiling People's Perceptions of Retail Management Careers" *Presented at the European Association for Education and Research in Commercial Distribution*, Dublin, Ireland.
70. Chowdhury, Shahin and **Seung Hwan (Mark) Lee** (2017), "Live Chatrooms: Transforming Office Hours", *Proceedings at the Fall Educator's Marketing Management Association Conference*, Pittsburg, PA.

69. **Lee, Seung Hwan (Mark)**, Ksenia Sergueeva, and Mathew Catangui, (2017), "Wearable Technology in the Classroom: Can Myo Make a Difference?" *Proceedings at the Fall Educator's Marketing Management Association*, Pittsburgh, PA.
68. *Griffin, Tom, Juleigh Giberson, **Seung Hwan (Mark) Lee**, Daniel Guttentag, Maria Kandaurova, Ksenia Sergueeva, and Frederic Dimanche (2017), "Virtual Reality and Implications for Destination Marketing" *Presented at the Tourism Travel and Research Association Conference*, Quebec City, QC.
67. *Kandaurova, Maria, **Seung Hwan (Mark) Lee**, and Ksenia Sergueeva (2017), "The Effect of Virtual Reality on Empathy, Responsibility, and Donation Behaviour of Time and Money" *Presented at the Administrative Sciences Association of Canada*, Montreal, QB.
66. *Chowdhury, Shahin Ahmed and **Seung Hwan (Mark) Lee** (2017), "The Effect of Visual Warmth and Coldness on Evaluation of Tourism-Based Websites" *Presented at the Administrative Sciences Association of Canada*, Montreal, QB.
65. Montgomery, Gillian, **Seung Hwan (Mark) Lee**, *Shahin Chowdhury, and Maria Kandaurova (2017), "The Role of Trust in Online-Offline Shopping Behaviour of High and Low Involvement Products" *Presented at the Administrative Sciences Association of Canada*, Montreal, QB.
64. *Gunn, Frances, **Seung Hwan (Mark) Lee**, Anna Cappuccitti, and Hilary Taylor (2017), "Profiling Career Perceptions in Retail Management" *Presented at the Administrative Sciences Association of Canada*, Montreal, QB.
63. **Lee, Seung Hwan (Mark)**, Ksenia Sergueeva, *Maria Kandaurova, Tom Griffin, Frederic Dimanche, Daniel A. Guttentag, Juleigh Giberson (2017), "Virtual Reality Enhances Visual Content Comprehension and Memory of Tourism Destinations" *Presented at the Administrative Sciences Association of Canada*, Montreal, QB.
62. *Chowdhury, Shahin Ahmed and **Seung Hwan (Mark) Lee** (2017), "The Effect of Visual Warmth and Coldness on Evaluation of Tourism-Based Websites" *Poster Presented at the Lazaridis Symposium, Wilfrid Laurier University*, Waterloo, ON.
61. *Kandaurova, Maria, **Seung Hwan (Mark) Lee**, and Ksenia Sergueeva (2017), "The Effect of Virtual Reality on Empathy, Responsibility, and Donation Behaviour of Time and Money" *Poster Presented at the Lazaridis Symposium, Wilfrid Laurier University*, Waterloo, ON.
60. ***Lee, Seung Hwan (Mark)** (2017), "Application of Virtual Reality in Psychology, Travel, and Education" *Presented at the TRSRM Retail Research Colloquium*, Toronto, ON.
59. ***Lee, Seung Hwan (Mark)** (2016), "Learning Beyond Negotiation Tactics: The Sales Marketplace" *Presented at the Marketing Management Association*, Providence, RI.
58. ***Lee, Seung Hwan (Mark)**, Donna Smith, and Ksenia Sergueeva (2016), "What Do Students Think About Groupwork? An Investigation into Benefits, Challenges, and Student Suggested Solutions" *Presented at Administrative Sciences Association of Canada*, Edmonton, AL.
57. ***Lee, Seung Hwan (Mark)** and Ksenia Sergueeva (2016), "How Chewing Increases Consumer Thought" *Presented at Administrative Sciences Association of Canada*, Edmonton, AL.
56. ***Lee, Seung Hwan (Mark)** (2016), "Beneficial or Harmful: The Effect of Being Labeled as a Party School" *Presented at Administrative Sciences Association of Canada*, Edmonton, AL.
55. ***Lee, Seung Hwan (Mark)**, Travis J. Simkins, and Sean Luster (2016), "Forgiving Sports Celebrities with Ethical Transgressions: Parasocial Relationships and Regulatory Focus Orientation" *Presented at Administrative Sciences Association of Canada*, Edmonton, AL.

54. ***Lee, Seung Hwan (Mark)** and Ksenia Sergueeva (2016), "Pictures are Worth a Thousand Words: Utilizing Photographic Narrative Inquiry to Identify Retail Atmospheric" *Presented at American Collegiate Retailing Association*, Secaucus, NJ.
53. Gunn, Frances and ***Seung Hwan (Mark) Lee**, Madelyn Steed (2016), "A Typology of Benefits and Challenges of Student-to-Student Mentoring Programs: Divergent Perspectives from Mentors and Mentees" *Presented at American Collegiate Retailing Association*, Secaucus, NJ.
52. ***Lee, Seung Hwan (Mark)**, Alan Brandt Jr, Yuni Groff, Alyssa Lopez, and Tyler Neavin (2016), "The Role of Darkness on Acceptance and Sharing of Controversial (Taboo) Online Ads" *Presented at American Collegiate Retailing Association*, Secaucus, NJ.
51. ***Lee, Seung Hwan (Mark)** and Ksenia Sergueeva (2016), "Attention Retailers, Give me Something to Chew On" *Presented at American Collegiate Retailing Association*, Secaucus, NJ.
50. ***Lee, Seung Hwan (Mark)** (2015), "Wrap-Attack Pack: Product Packaging Exercise" *Proceedings of the Society of Marketing Advances*, San Antonio, TX: SMA
49. ***Lee, Seung Hwan (Mark)** (2015), "Using Video Documentary to Spur New Presentation Techniques" *Presented at Society of Marketing Advances*, San Antonio, TX.
48. **Lee, Seung Hwan (Mark)**, *Jeff D. Rotman, and Andrew Perkins (2014), "The Warmth of Our Regrets, Regulating Regret through Temperature" *Presented at Association of Consumer Research*, Baltimore, MD.
47. ***Lee, Seung Hwan (Mark)**, Travis J. Simkins, and Sean Luster (2014), "Forgiving Celebrities with Ethical Transgressions: The Role of Parasocial Relationships, Ethical Motivation and Regulatory Focus Mindset" *Presented at Association of Consumer Research*, Baltimore, MD.
46. **Lee, Seung Hwan (Mark)**, *Jeff D. Rotman, and Andrew Perkins (2014), "The Warmth of Our Regrets" *Presented at Society of Consumer Psychology Conference*, Miami, FL.
45. ***Lee, Seung Hwan (Mark)**, Gail Leizerovici, and Shouyang Zhang (2013), "Market Mavens in Emerging Social Networks: Satisfaction & Stress" *Proceedings of the Administrative Sciences Association of Canada (ASAC) Conference*, Calgary, AL.
44. **Lee, Seung Hwan (Mark)**, *Jeff D. Rotman, and Andrew Perkins (2013), "Embodied Cognition and Social Consumption: Self-Regulating Temperature through Social Products and Behaviors" *Presented at Association of Consumer Research*, Chicago, IL.
43. **Lee, Seung Hwan (Mark)**, *Jeff D. Rotman, and Andrew Perkins (2013), "The Warmth of Our Regrets" *Presented at Association of Consumer Research*, Chicago, IL.
42. **Lee, Seung Hwan (Mark)**, *Jeff D Rotman, and Andrew Perkins (2013), "The Warmth of Our Regrets" *Presented at Society for Personality and Social Psychology*, Austin, TX.
41. *Hammond, Eliza and **Seung Hwan (Mark) Lee** (2013), "What Brands do Unique Consumers Identify With?", *Presented at the Administrative Sciences Association of Canada (ASAC) Conference*, Calgary, AL.
40. *Hammond, Eliza and **Seung Hwan (Mark) Lee** (2013), "What Brands do Unique Consumers Identify With?", *Presented at the CURC Colorado State University*, Fort Collins, CO.
39. Hoffman, K. Douglas and ***Seung Hwan (Mark) Lee** (2013), "A CIT Investigation of Disruptive Student Behaviors: Understanding Eduscape", *Presented at the Administrative Sciences Association of Canada (ASAC) Conference*, Calgary, AL.

38. *Lee, Seung Hwan (Mark) (2013), "Ethical Behavior of Experts and Novices: The Mediating Role of Relational Interdependence Self-Construal", Presented at the *Administrative Sciences Association of Canada (ASAC) Conference*, Calgary, AL.
37. *Qureshi, Israr, Yulin Fang, Nicole Haggerty, **Seung Hwan (Mark) Lee**, Alison M. Konrad, and Arjun Bhardwaj (2012), "Disaggregated Internet Use and Social Network Development: Implications for the Future Workplace" Proceedings of the *Americas Conference on Information Systems*, Seattle, WA.
36. *Lee, Seung Hwan (Mark), Gail Leizerovici, and Shuoyang Zhang (2012), "Market Mavens and Networking: Benefits and Costs of Network Participation" Presented at the *Association of Consumer Research (ACR)*, Vancouver, BC.
35. *Lee, Seung Hwan (Mark) (2012), "When are Frugal Consumers NOT Frugal?", Presented at the *Association of Consumer Research (ACR)*, Vancouver, BC.
34. Lee, Seung Hwan (Mark), Allison Johnson, and *Matthew Thomson (2012), "What Effect Does the Relationship Portfolio have on Well-Being? Comparing the Impact of Brand, Service, and Interpersonal Relationships" Presented at the *Association of Consumer Research (ACR)*, Vancouver, BC.
33. *Bhardwaj, Arjun, Israr Qureshi, Alison Konrad, and **Seung Hwan (Mark) Lee** (2012), "A Longitudinal Study of Self-Monitoring Personality, Network Churn, and Network Centrality in Close Friendship and Broader Social Networks" Presented at *Academy of Management Conference*, Boston, MA.
32. *Lee, Seung Hwan (Mark) and Gail Leizerovici (2011), "Longitudinal Study of Consumer's Need for Uniqueness on Development of Social Networks", *Advances in Consumer Research* (Proceedings of the *Association of Consumer Research*), St. Louis, MO.
31. *Lee, Seung Hwan (Mark) (2011), "The Instrumental and Detrimental Role of Materialism in Development of Networks" Presented at the *Association of Consumer Research (ACR)*, St. Louis, MO.
30. *Qureshi, Israr, Alison Konrad, **Seung Hwan (Mark) Lee**, Arjun Bhardwaj (2011), "The Role of Homophily in the Formation of Strong-Tie Triads: Gender and Race/Ethnic Differences", Presented at the *Academy of Management Conference (AOM)*, San Antonio, TX.
29. *Lee, Seung Hwan (Mark) and Gail Leizerovici (2011), "The Role of Consumers' Need for Uniqueness in Emerging Social Networks: A Longitudinal Approach", Presented at the *Administrative Sciences Association of Canada (ASAC)*, Montreal, QB.
28. *Lee, Seung Hwan (Mark) (2011), "Post-Purchase Consumer Regret" Presented at the *Western Research Forum* (Western University), London, ON.
27. *Lee, Seung Hwan (Mark) (2010), "Opinion Seeking in Consumer Networks" Proceedings of the *Annual Conference of the Administrative Sciences Association of Canada*, Regina, SK.
26. *Noseworthy, Theodore J., **Seung Hwan (Mark) Lee**, and June Cotte (2010), "Context as a Source of Clarity: The Effects of Ad Context and Gender on Consumers' Processing of Product Incongruity" in *Advances in Consumer Research* (Proceedings of the *Association of Consumer Research*), Jacksonville, FL.
25. *Lee, Seung Hwan (Mark) (2010), "A Gift that Continues to Give: Why We Re-Gift & How We Feel" Proceedings of the *Administrative Sciences Association of Canada*, Regina, SK.
24. *Lee, Seung Hwan (Mark) and June Cotte (2010), "Opinion Seeking in Consumer Networks" Presented at the *Association of Consumer Research (ACR)*, Jacksonville, FL.
23. *Lee, Seung Hwan (Mark) and June Cotte (2010), "When We Are Who We Are Not: Centrality and Satisfaction in Networks" Presented at the *Society of Consumer Psychology Conference (SCP)*, St. Petersburg, FL.

22. ***Lee, Seung Hwan (Mark)** and Miranda Goode (2010), "Positive Emotions and Sociability: Differences in Self-Construct" Presented at the *Society of Consumer Psychology Conference (SCP)*, St. Petersburg, FL.
21. ***Lee, Seung Hwan (Mark)** and June Cotte (2009), "Post-Purchase Consumer Regret: Conceptualization and Development of the PPCR Scale" in *Advances in Consumer Research* (Proceedings of the *Association of Consumer Research*), Pittsburgh, PA.
20. ***Lee, Seung Hwan (Mark)** and June Cotte (2009), "Network Centrality and Opinion Leadership: A Social Network Analysis" Proceedings of the *Administrative Sciences Association of Canada*, Niagara Falls, ON.
19. ***Lee, Seung Hwan (Mark)** and June Cotte (2009), "The Relationship between Centrality and Opinion Leadership / Consumer Susceptibility to Interpersonal Influence" Presented at the *Society of Consumer Psychology Conference (SCP)*, San Diego, CA.
18. *Bhardwaj, Arjun, Israr Qureshi, and **Seung Hwan (Mark) Lee** (2008), "A Study of Race/Ethnicity as a Moderator of the Relationship between Social Capital and Satisfaction" *Best Paper Proceedings at the Academy of Management (AOM)*, Anaheim, CA.
17. ***Lee, Seung Hwan (Mark)** (2008), "The Influence of Cultural Intelligence on Seller-Customer Relationship" Proceedings of the *Administrative Sciences Association of Canada*, Halifax, NS.
16. ***Lee, Seung Hwan (Mark)**, Marjorie Armstrong-Stassen, and Sheila J. Cameron (2008), "The Relationship of Work Status (In)Congruency with Perceived Employer Commitment and Commitment of Community Health Nurses" Proceedings of the *Administrative Sciences Association of Canada*, Halifax, NS.
15. ***Lee, Seung Hwan (Mark)** and June Cotte (2008), "Moderating Role of Member Identification on the Relationship between Network Centrality and Opinion Leadership / Satisfaction" Presented at the *Association of Consumer Research Conference (ACR)*, San Francisco, CA.
14. ***Lee, Seung Hwan (Mark)**, Israr Qureshi, Arjun Bhardwaj, Alison M. Konrad (2008), "Impacts of Proactive Personality on the Link between Network Centrality and Satisfaction/Stress" Presented at the *Academy of Management Conference (AOM)*, Anaheim, CA.
13. ***Lee, Seung Hwan (Mark)** (2008), "Negotiating with Western Females as a Chinese Negotiator" Presented at the *Administrative Sciences Association of Canada*, Halifax, NS.
12. ***Lee, Seung Hwan (Mark)**, Israr Qureshi, Arjun Bhardwaj, Alison M. Konrad (2008), "Moderating Impacts of Proactive Personality on the Relationship between Network Centrality and Satisfaction/Role Overload: A Social Networks Analysis" Presented at the *Administrative Sciences Association of Canada*, Halifax, NS.
11. Bhardwaj, Arjun, *Israr Qureshi, Alison M. Konrad, and **Seung Hwan (Mark) Lee** (2008), "A Longitudinal Study on the Barriers to Social Capital Utilization" Impact on Outcomes for Visible Minorities" Presented at *the International Sunbelt Social Network Associations Conference (ISSNA)*, St. Pete Beach, FL.
10. ***Lee, Seung Hwan (Mark)** and June Cotte (2008), "Regretful Decision-Making: Post-Purchase Consumer Regret" Presented at the *Southern Ontario Behavioral Decision Research Conference (SOBDR)*, Waterloo, ON.
9. *Qureshi, Israr, Nicole Haggerty, **Seung Hwan (Mark) Lee**, Arjun Bhardwaj, and Alison M. Konrad (2007), "Disaggregated Effects of Computer Mediated Communication Usage Patterns on Social Networks" Proceedings of the *Diffusion Interest Group in Information Technology (DIGIT)*, Montreal, QC.
8. ***Lee, Seung Hwan (Mark)** (2007), "Why Cultural Intelligence Matters: Negotiating with the Chinese" Proceedings of the *Academy of International Business (AIB)*, Indianapolis, IN.

7. Armstrong-Stassen, Marjorie, ***Seung Hwan (Mark) Lee**, and Sheila J. Cameron (2007), "The Effects of a Change in Work Status Congruence on the Attitudes of Community Health Nurses" Proceedings of the *Administrative Sciences Association of Canada*, Ottawa, ON.
 6. ***Lee, Seung Hwan (Mark)** and June Cotte (2007), "Simultaneously Experienced Regret: Which Do we Regret More? Our Actions or Our Inactions?" Presented at the *Southern Ontario Behavioral Decision Research Conference (SOBDR)*, London, ON.
 5. ***Lee, Seung Hwan (Mark)** (2007), "Stop Working So Hard!" Presented at the *Administrative Sciences Association of Canada (ASAC) Conference*, Ottawa, ON.
 4. *Bhardwaj, Arjun, Israr Quresh, Alison M. Konrad, and **Seung Hwan (Mark) Lee** (2007), "Barriers to Social Capital Utilization: Impact on Outcomes for Visible Minorities" Presented at the *Administrative Sciences Association of Canada (ASAC) Conference*, Ottawa, ON.
 3. Armstrong-Stassen, Marjorie and ***Seung Hwan (Mark) Lee** (2006), "The Influence of Relational Age on Older Employees' Perceived Treatment" Proceedings of the *Administrative Sciences Association of Canada*, Banff, AL.
 2. Armstrong-Stassen, Marjorie and ***Seung Hwan (Mark) Lee** (2006), "Do Organizational Characteristics Influence HR Practices Targeting Mature Employees?" Proceedings of the *Administrative Sciences Association of Canada*, Banff, AL.
 1. ***Lee, Seung Hwan (Mark)**, Philip Law, Clement Chu, Francine Schlosser (2006), "Attention Future C.A.V.A. Leaders: Apply Now!" Presented at the *Administrative Sciences Association of Canada (ASAC) Conference*, Banff, AL.
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RESEARCH GRANTS

<u>YEAR</u>	<u>Granting Agency</u>	<u>Grant</u>	<u>Amount</u>	<u>Role</u>
2023	Toronto Metropolitan U	TRSM Advancement Grant	\$15,000	Co-I
2022	Toronto Metropolitan U	TRSM SRC Travel Grant	\$2,000	PI
2021	Toronto Metropolitan U	Work Study RA Grant	\$4,248	PI
2021	Toronto Metropolitan U	Undergraduate Research Opportunity Grant	\$10,472	PI
2019	Toronto Metropolitan U	TRSM Outstanding Research Recognition	\$2,000	PI
2020	Toronto Metropolitan U	TRSM Matching Grant	\$1,000	PI
2020	Toronto Metropolitan U	TRSM Advancement Grant	\$15,000	PI
2020	Toronto Metropolitan U	TRSM SRC Travel Grant	\$2,000	PI
2019	Toronto Metropolitan U	TRSM Outstanding Research Recognition	\$4,000	PI
2019	RGC [Hong Kong]	Early Career Grant	\$642,460 HKD	Collab.
2019	Toronto Metropolitan U	Aboriginal Education Council Curriculum Grant	\$4,500	Co-I
2019	Toronto Metropolitan U	SSHRC Explore Grant	\$7,000	PI
2019	Toronto Metropolitan U	SRC Faculty Development Grant	\$7,000	Co-I
2018	Toronto Metropolitan U	SRC Travel Grant	\$2,000	PI
2018	Toronto Metropolitan U	Postdoctoral Research Grant	\$22,500	PI
2018	Toronto Metropolitan U	Undergraduate Research Opportunity Grant	\$9,888	PI
2017	SSHRC	Insight Development Grant	\$43,492	PI
2017	Toronto Metropolitan U	Research Mentor Grant	\$7,500	PI
2017	Toronto Metropolitan U	SRC Faculty Development Grant	\$7,000	Co-I
2017	Toronto Metropolitan U	SRC Travel Grant	\$2,000	PI
2016	Toronto Metropolitan U	TRSM-HK Poly U Joint Research Grant	\$15,000	PI
2016	Toronto Metropolitan U	Undergraduate Research Opportunity Grant	\$9,677	PI
2016	J.W. McConnell Foundation	RECODE Grant	\$10,000	Collab.
2016	Toronto Metropolitan U	SRC Travel Grant	\$2,000	PI

2016	Toronto Metropolitan U	Research Mentor Grant	\$7,500	PI
2015	Toronto Metropolitan U	SRC Travel Grant	\$2,000	PI
2015	Toronto Metropolitan U	New Faculty Development Grant	\$13,000	PI
2014	Colorado State U	Summer Research Grant	\$2,000 USD	PI
2013	Colorado State U	Summer Research Grant	\$1,300 USD	PI
2013	Colorado State U	Summer Research Grant	\$10,000 USD	PI
2010	Western U	Al Mikalachki PhD Research Grant	\$500	PI
2010	Western U	Ivey Thesis Grant	\$3,000	PI

TEACHING

<u>YEAR</u>	<u>Granting Agency</u>	<u>Course</u>	<u>Size</u>	<u>Level</u>
2021-2022	Toronto Metropolitan U [TRSM]	Retail Consumer Insights Business Research Methods	N=109 N=10	Undergrad Undergrad
2020-2021	Toronto Metropolitan U [TRSM]	Business Research Methods Retail & Consumer Services Applied Research Methods I Retail Consumer Insights	N=12 N=7 N=42 N=104	Undergrad Grad (PhD) Grad (MScM) Undergrad
2019-2020	Toronto Metropolitan U [TRSM]	Applied Research Methods I Retail Consumer Insights	N=31 N=74	Grad (MScM) Undergrad
2018-2019	Toronto Metropolitan U [TRSM]	Applied Retail Research Intro to Retail & Services Mgmt. Applied Research Methods I Academics & Career Prep	N=90 N=141 N=34 N=156	Undergrad Undergrad Grad (MScM) Undergrad
2017-2018	Toronto Metropolitan U [TRSM]	Applied Retail Research Omni-Channel Retailing	N=120 N=85	Undergrad Undergrad
2016-2017	Toronto Metropolitan U [TRSM]	Case Studies in Retail Omni-Channel Retailing Intro to Retail & Services Mgmt. Applied Retail Research	N=9 N=78 N=92 N=110	Undergrad Undergrad Undergrad Undergrad
2015-2016	Toronto Metropolitan U [TRSM]	Omni-Channel Retailing Intro to Retail & Services Mgmt. Applied Retail Research	N=88 N=108 N=194	Undergrad Undergrad Undergrad
2014-2015	Colorado State U [COB]	Buyer Behaviour (x4) Consumer Behaviour (x2) Social Web Marketing (x2)	N=180 Distance Ed. Distance Ed.	Undergrad Grad (MBA) Grad (MBA)
2013-2014	Colorado State U [COB]	Buyer Behaviour (x4) Consumer Behaviour (x3) Social Web Marketing (x2)	N=180 Distance Ed. Distance Ed.	Undergrad Grad (MBA) Grad (MBA)
2012-2013	Colorado State U [COB]	Buyer Behaviour (x4) Consumer Behaviour Social Web Marketing (x2)	N=180 Distance Ed. Distance Ed.	Undergrad Grad (MBA) Grad (MBA)

2011-2012	Colorado State U [COB]	Buyer Behaviour (x3)	N=130	Undergrad
2010-2011	Western U [DAN]	Intro to Marketing (x2)	N=100	Undergrad
2009-2010	Western U [DAN]	Intro to Marketing (x2)	N=100	Undergrad
2008-2009	Western U [DAN]	Intro to Marketing (x2)	N=90	Undergrad

SUPERVISION

<u>Completed</u>	<u>Institution</u>	<u>Name</u>	<u>Role</u>	<u>Level</u>
In Progress	Toronto Metropolitan U [TRSM]	Omar Fares	Thesis Co-Supervisor	PhD
2023	Toronto Metropolitan U [Communication & Culture]	Shelley Haines	Thesis Supervisor	PhD
In Progress	Toronto Metropolitan U [Env. Applied Sci. & Mgmt.]	Shahin Chowdhury	Thesis Supervisor	PhD
Completed	Toronto Metropolitan U [TRSM]	Myuri Mohan	RA Supervisor	UG
2022	Toronto Metropolitan U [TRSM]	Omar Fares	Thesis Supervisor	Master
2022	Toronto Metropolitan U [TRSM]	Kar Wai So	Thesis Committee	Master
2022	Wilfrid Laurier [Lazaridis]	Claudia Iglesias	External Examiner	PhD
2020	Toronto Metropolitan U [TRSM]	Xuan Quach	Thesis Supervisor	Master
2020	Toronto Metropolitan U [TRSM]	Aboli Lele	Thesis Committee	Master
2020	Toronto Metropolitan U [TRSM]	Lindsay Colley	Thesis Committee	Master
2020	Toronto Metropolitan U [TRSM]	Maryam Zangiabadi	Thesis Committee	Master
2020	Toronto Metropolitan U [TRSM]	Jacqueline Hogue	ISU Supervisor	UG
2019	Toronto Metropolitan U [TRSM]	Ayman Alzayat	Post-doc Supervisor	PostDoc
2019	Toronto Metropolitan U [TRSM]	Milad Dehghani	Post-doc Co-Supervisor	PostDoc
2019	Toronto Metropolitan U [TRSM]	Pallavi Roy	Thesis Committee	PhD
2019	Toronto Metropolitan U [Env. Applied Sci. & Mgmt.]	Polina Ratnichkina	Thesis Supervisor	Master
2019	Toronto Metropolitan U [TRSM]	Zachary Robichaud	Thesis Committee	Master
2019	Toronto Metropolitan U [TRSM]	Lara Hamdan	ISU Supervisor	UG
2018	Toronto Metropolitan U [Digital Media]	Larissa Peros	MRP Supervisor	Master
2018	Toronto Metropolitan U [TRSM]	Muriel Silva	MRP Committee	Master
2018	Toronto Metropolitan U [TRSM]	Leo Godoy	Thesis Committee	Master
2018	Toronto Metropolitan U [TRSM]	Shahin Chowdhury	Thesis Supervisor	Master
2018	Toronto Metropolitan U [TRSM]	Michael Ballas	Internship Advisor	UG
2017	Toronto Metropolitan U [Env. Applied Sci. & Mgmt.]	Dan Joseph	Thesis Committee	PhD
2017	Toronto Metropolitan U [TRSM]	Sophia Lam	Thesis Co-Supervisor	Master
2017	Toronto Metropolitan U [TRSM]	Maria Kandaurova	Thesis Supervisor	Master
2017	Toronto Metropolitan U [Env. Applied Sci. & Mgmt.]	Josh Goodman	Thesis Committee	Master
2017	Toronto Metropolitan U [TRSM]	Carsten Slama	MRP Supervisor	Master
2017	Toronto Metropolitan U [TRSM]	Jungmin Lee	MRP Supervisor	Master
2017	Toronto Metropolitan U [TRSM]	Ammar Ahktar	Thesis Committee	Master
2017	Toronto Metropolitan U [TRSM]	Ksenia Sergueeva	Thesis Co-Supervisor	Master
2017	Toronto Metropolitan U [TRSM]	Ryan Kinsella	Internship Advisor	UG
2017	Toronto Metropolitan U [TRSM]	Jonah Recchia	ISU Supervisor	UG

2016	Toronto Metropolitan U [TRSM]	Andrew Murray	MRP Supervisor	Master
2016	Toronto Metropolitan U [TRSM]	Gillian Montgomery	MRP Supervisor	Master
2016	Toronto Metropolitan U [TRSM]	Mathew Catangui	ISU Supervisor	UG
2016	Toronto Metropolitan U [TRSM]	Jonah Recchia	Internship Advisor	UG
2015	Colorado State U [COB]	Nicolle Fagan	Thesis Committee	UG
2015	Colorado State U [COB]	Chelsea Weise	Thesis Supervisor	UG
2015	Colorado State U [COB]	Audrey Schofield	Thesis Committee	UG
2014	Colorado State U [Music]	Gloria Choi	Thesis Committee	Master
2014	Colorado State U [COB]	Tyler Neavin	RA Supervisor	UG
2014	Colorado State U [COB]	Alan Brandt Jr.	RA Supervisor	UG
2014	Colorado State U [COB]	Alyssa Lopez	RA Supervisor	UG
2014	Colorado State U [COB]	Yuni Groff	RA Supervisor	UG
2014	Colorado State U [COB]	Ashley Robertson	Thesis Supervisor	UG
2014	Colorado State U [COB]	Cliff In	Thesis Committee	UG
2014	Colorado State U [COB]	Lindsay Connors	ISU Supervisor	UG
2014	Colorado State U [COB]	Andrew Willard	Thesis Supervisor	UG
2014	Colorado State U [COB]	Jason Thue	Thesis Supervisor	UG
2014	Colorado State U [COB]	Jessica Lederhos	Thesis Committee	UG
2013	Colorado State U [COB]	Sonny Han	Thesis Committee	Master
2013	Colorado State U [COB]	Sean Somers	Thesis Committee	UG
2013	Colorado State U [COB]	Alexandra Eshelman	Thesis Committee	UG
2013	Colorado State U [COB]	Danae Blanchard	ISU Supervisor	UG
2013	Colorado State U [COB]	Gregory Shields	Thesis Supervisor	UG
2013	Colorado State U [COB]	Nicole Schaad	Thesis Supervisor	UG
2013	Colorado State U [COB]	Valerie Ho	Thesis Supervisor	UG
2013	Colorado State U [COB]	Kaitlyn Kenyon	Thesis Co-Supervisor	UG
2013	Colorado State U [COB]	Evan Barrett	Thesis Supervisor	UG
2013	Colorado State U [COB]	Sean Luster	Thesis Supervisor	UG
2012	Colorado State U [COB]	Victoria Schneider	Thesis Committee	UG
2012	Colorado State U [COB]	Bonnie Cleveland	ISU Supervisor	UG
2012	Colorado State U [COB]	Eliza Hammond	Thesis Supervisor	UG
2012	Colorado State U [COB]	Brittany Schuette	ISU Supervisor	UG

INTERNAL SERVICE CONTRIBUTIONS

<u>Year</u>	<u>Institution</u>	<u>Service</u>	<u>Unit</u>
2023-2024	Toronto Metropolitan U	X	X
2022-2023	Toronto Metropolitan U	Truth and Reconciliation Strategic Working Group	University
		Honorary Doctorate Committee	University
		President's/Provost's Award for Teaching Excellence Committee	University
		Awards & Ceremonial Standing Committee	University
		Salesforce Governance Committee	Faculty
		Research Recognition Award Assessor	Faculty
		External Relations Committee [Chair]	Faculty
2021-2022	Toronto Metropolitan U	Department Hiring Committee (DHC) [Chair]	Department

		Department Evaluation Committee (DEC) [Chair] Contract Lecturer Appointment Committee (CLAC) [Chair] Retail Advisory Board [Co-Chair] Branding Committee AACSB Faculty Lead Faculty Council Governance Committee Faculty Council [Chair] Salesforce Business Users Group Committee	Department Department Department Department Faculty Faculty Faculty Faculty
2020-2021	Toronto Metropolitan U	Department Hiring Committee (DHC) [Chair] Department Evaluation Committee (DEC) [Chair] Contract Lecturer Appointment Committee (CLAC) [Chair] Retail Advisory Board [Co-Chair] AACSB Faculty Lead Faculty Council Governance Committee TRSM Post-Doc Grant Reviewer Research Committee (SRC) Toronto Metropolitan Gold Medal Selection Committee	Department Department Department Department Faculty Faculty Faculty Faculty Faculty
2019-2020	Toronto Metropolitan U	Department Hiring Committee (DHC) [Chair] Department Evaluation Committee (DEC) [Chair] Contract Lecturer Appointment Committee (CLAC) [Chair] Department Hiring Committee (DHC) – Marketing Department Evaluation Committee (DEC) – Marketing Contract Lecturer Appointment Committee (CLAC) – Marketing Retail Advisory Board [Co-Chair] Chair Search Committee – Marketing AACSB Faculty Lead Faculty Council Governance Committee University Academic Plan Advisory Board	Department Department Department Department Department Department Department Faculty Faculty Faculty Faculty University
2018-2019	Toronto Metropolitan U	Department Hiring Committee (DHC) [Chair] Department Evaluation Committee (DEC) [Chair] Contract Lecturer Appointment Committee (CLAC) [Chair] Retail Student Association Faculty Advisor Retail Colloquium Conference Organizer Retail Advisory Board [Co-Chair] Chair Search Committee – Real Estate Faculty Council Governance Committee Irene Campagna Service Award Committee Loretta Rogers Research Chair Search Committee Dennis Mock Student Leadership Awards Committee Associate Dean Search Committee Dean Search Committee TRSM Post-Doc grant Reviewer	Department Department Department Department Department Department Faculty Faculty Faculty Faculty Faculty Faculty Faculty Faculty
2017-2018	Toronto Metropolitan U	Department Hiring Committee (DHC) [Chair] Department Evaluation Committee (DEC) [Chair] Contract Lecturer Appointment Committee (CLAC) [Chair] Retail Colloquium Conference Organizer Retail Advisory Board [Co-Chair] Faculty Council Governance Committee Research Committee (SRC) Irene Campagna Service Award Committee Associate Dean Search Committee	Department Department Department Department Department Faculty Faculty Faculty Faculty Faculty

		Chair Search Committee – Accounting TRSM Development Grant Reviewer Research Mentor	Faculty Faculty Faculty
2016-2017	Toronto Metropolitan U	Department Hiring Committee (DHC) [Chair] Department Evaluation Committee (DEC) [Chair] Contract Lecturer Appointment Committee (CLAC) [Chair] Retail Colloquium Conference Organizer Faculty Council Governance Committee Research Committee (SRC) [Vice Chair] Faculty Tenure Committee Research Mentor Undergraduate Research Opportunity Grant Reviewer UN Sustainable Development Goals Grant Reviewer Work Study Research Assistant Reviewer RBC Immigration Diversity Grant Reviewer	Department Department Department Department Faculty Faculty Faculty Faculty Faculty University University University
2015-2016	Toronto Metropolitan U	Department Hiring Committee (DHC) Department Evaluation Committee (DEC) Contract Lecturer Appointment Committee (CLAC) TM Faculty Association Representative Retail Colloquium Conference Organizer Retail Student Association Faculty Advisor Learning & Teaching Committee Research Committee (SRC) [Vice Chair] Teaching Dossier Mentor SSHRC Institution Grant Reviewer	Department Department Department Department Department Department Faculty Faculty University University
2014-2015	Colorado State U	Marketing Club Faculty Advisor College of Business Scholarship Committee Korean Student Association Faculty Advisor International Office Scholarship Committee	Department Faculty University University
2013-2014	Colorado State U	Marketing Club Faculty Advisor College of Business Scholarship Committee Korean Student Association Faculty Advisor International Office Scholarship Committee	Department Faculty University University
2012-2013	Colorado State U	Marketing Club Faculty Advisor College of Business Scholarship Committee Korean Student Association Faculty Advisor International Office Scholarship Committee	Department Faculty University University
2011-2012	Colorado State U	Marketing Club Faculty Advisor College of Business Scholarship Committee	Department Faculty

EXTERNAL SERVICE CONTRIBUTIONS

2022-2023	External	*Editor of <i>Marketing Education Review</i> (Jan 2022-Present) Access-Capon Distinguished Teaching Judge (Society of Marketing Advances) Journal of Global and Fashion Marketing Editorial Review Board Research Grants Council External Grant Reviewer [Hong Kong] Globally Responsible Leadership Initiative Sustainable Transformation Committee	
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		External Reviewer for Full Professor Promotion (USA) External Reviewer for Associate Professor Promotion (Canada)
2021-2022	External	*Editor of <i>Marketing Education Review</i> (Jan 2022-Present) Marketing Education Review Editorial Review Board Journal of Global and Fashion Marketing Editorial Review Board Clothing & Textiles Research Journal Editorial Review Board Research Grants Council External Grant Reviewer [Hong Kong] Globally Responsible Leadership Initiative Sustainable Transformation Committee
2020-2021	External	Marketing Education Review Editorial Review Board Journal of Global and Fashion Marketing Editorial Review Board Clothing & Textiles Research Journal Editorial Review Board Research Grants Council External Grant Reviewer [Hong Kong] Toronto Board of Trade COVID-19 "Reimagining Recovery" Sub-Committee
2019-2020	External	Marketing Education Review Editorial Review Board Journal of Global and Fashion Marketing Editorial Review Board Clothing & Textiles Research Journal Editorial Review Board SSHRC Insight Grant Reviewer [Canada] Research Grants Council External Grant Reviewer [Hong Kong]
2018-2019	External	Marketing Education Review Editorial Review Board Journal of Global and Fashion Marketing Editorial Review Board Clothing & Textiles Research Journal Editorial Review Board Research Grants Council External Grant Reviewer [Hong Kong]
2017-2018	External	Marketing Education Review Editorial Review Board Research Grants Council External Grant Reviewer [Hong Kong] *Triennial AMA/ACRA Conference Co-Chair (Host: Toronto Metropolitan University)
2016-2017	External	Marketing Education Review Editorial Review Board Journal of Advancement of Marketing Education Editorial Review Board Research Grants Council External Grant Reviewer [Hong Kong]
2015-2016	External	Research Grants Council External Grant Reviewer [Hong Kong]
2011-Present	Ad-Hoc Reviews (Journal)	Journal of Consumer Psychology, Journal of Consumer and Retailing Services, Journal of Business Research, Journal of Business Ethics, European Journal of Marketing, Journal of Consumer Marketing, Journal of Interactive Marketing, Fashion and Textiles, Asian Case Research Journal, Canadian Journal of Administrative Sciences, Nonprofit and Voluntary Sector Quarterly, Journal of Academy of Business Education, Journal of Fashion Marketing and Management, Psychology & Marketing, Journal of Consumer Behaviour
2011-Present	Reviews (Conferences)	Marketing Management Association, Society of Consumer Psychology, Association for Consumer Research, Administrative Sciences of Association Canada, American Marketing Association, Academy of Marketing Science, Global Marketing Conference, American Collegiate Retailing Association, Consumer Brand Relationships

CUSTOM/INVITED/EXEC-ED SESSIONS

Hanyang University, Title: "Visual Merchandising: Our Story to Tell" [2022]

CANEX, Title: "Demystifying Retail" [2022]

Society of Marketing Advances, Title: "Teaching into Scholarship: Publishing Pedagogical Research" [2022]

American Collegiate Retailing Association, Title: "Professional Development (Job Market)" [2022]

American Collegiate Retailing Association, Title: "Meeting with Journal Editors" [2022]

Canadian Centre for Ethics & Corporate Policy / TRSM, Title: "Ethical Issues in Retailing during the Pandemic" [2021]

TRSM Dean's Seminar (Toronto Metropolitan), Title: "Virtual Products as an Extension or Presentation of My Body" [2021]

EntrepreNorth (Advancing Indigenous Business Practice), Title: "Customer-Centric Retailing" [2021]

ITC International Fashion Forum: Digital Fashion and Virtuality (HK Polytechnic U.), Title: "Virtual Products as an Extension or Presentation of My Body" [2020]

Supply Chain Management Association, Title: "Customer-Centric Supply Chain" [2020]

McMaster Campus Bookstore, Title: "Bookstore Revolution" [2019]

Bob Ramsay Breakfast Series, Title: "Virtual Reality: Pandora's Box or Paradox" [2019]

Administrative Sciences Association of Canada Doctoral Consortium, Title: "Research & Development" (Panelist) [2019]

Supply Chain Management Association, Title: "Espousing an Unconventional Lens" [2019]

Vend, Title: "Retail: People & Products" [2018]

Home Depot, Title: "Understanding Consumers and Best Visual Merchandising Practices Part III" [2018]

Seoul National U: College of Human Ecology, Title: "Critical Evaluation of VR Technology for the Retail Industry" [2018]

International Council of Shopping Centers & Canadian Retail Research Seminar, Title: "Retail Innovations" (Panelist) [2018]

Home Depot, Title: "Understanding Consumers and Best Visual Merchandising Practices Part II" [2018]

Ted Rogers School of Management, Toronto Metropolitan U, Title: "Grant Writing Bootcamp" [2018]

Ted Rogers School of Management, Toronto Metropolitan U, Title: "How to Prepare Journal Article Reviews" [2017]

Ted Rogers School of Management, Toronto Metropolitan U, Title: "How to Respond to Journal Reviewers" [2017]

Home Depot, Title: "Understanding Consumers and Best Visual Merchandising Practices Part I" [2017]

Ted Rogers School of Management, Toronto Metropolitan U, Title: "Preparing for a SSHRC Insight Development Grant" [2017]

School of Journalism, Toronto Metropolitan U, Title: "Persuasion and Influence: Sales Pitch" [2016]

AR/VR Mixer, Toronto Metropolitan U, Title: "Impact of Virtual Reality Tourism and Its Application" [2016]

Ted Rogers School of Management, Toronto Metropolitan U, Title: "How to Publish in the 'RIGHT' Journals" [2016]

Ted Rogers School of Management, Toronto Metropolitan U, Title: "Turning Teaching into Research" [2016]

Seoul National University: College of Human Ecology, Title: "The Role of Social Networks on Influence, Perceptions, and Information" [2016]

Administrative Sciences Association of Canada Doctoral Consortium, Title: "Meeting Changing Higher Education Needs" (Panelist) [2015]

Business Diversity and Leadership Alliance, Colorado State U, Title: "Stop Working So Hard" [2015]

College of Business, Colorado State U, Title: "When Decisions are Too Difficult to Handle" [2014]

Global Business Network, Colorado State U, Title: "Behind the Scenes in Student Stereotypes" [2014]

Trisakti University, Title: "Services Marketing" [2013]

Viaero Wireless, Title: "Consumer Dilemma: Consumer Psychology in the Wireless Industry" [2013]

Alumni Association, Colorado State U, Title: "Guerilla Social Marketing" [2012]

Administrative Sciences Association of Canada Doctoral Consortium, Title: "Beyond the Textbook: Experiential Aspects for your Course" (Panelist) [2012]

Encite International, Title: "Make Friends, Not Just Consumers" [2010]

Korean Student Association: Academic/Career Fair, Title: "Career Building: You and Me" [2009]

Enwin Utilities, Title: "Are you with IT? Overcoming Cross-Generational Boundaries" [2009]

Ivey School of Business, Western U, Title: "Introduction and Application to Social Network Analysis" [2008]
